

60-315

ILLEGIB



6 January 1960

Mr. E. C. Stover, Director
Research Affiliates
505 Park Avenue
New York 22, New York

Dear Mr. Stover:

I am returning herewith the twenty-five cents that you enclosed with your inquiry addressed to General C. P. Osbell, USAF, The Deputy Director of CIA.

Thank you for your inquiry; however, this is a matter in which we cannot be helpful. Thank you however, for the opportunity.

Sincerely,

JOINED

Stanley J. Grogan
Assistant to the Director

Distribution:

Orig - Add

1 - DDCI

✓ 1 - EIA

1 - SJGrogan

(EXECUTIVE

Dear Sir:

We are trying to determine the readership preferences of a selected group of executives. May we ask your assistance in this study?

Will you please list the top ten or less of the general as well as the trade publications that you read at home or in the office in the order of their importance to you? A space is provided so that you may record your frequency of readership for each magazine you list.

No signature is desired. Your reply will be anonymous, and will be used only for statistical tabulation. A stamped, self-addressed envelope is enclosed. As a token of our appreciation for your cooperation, here is a shiny new coin for your favorite youngster or charity. And thank you!

ECS/g11

E. C. Stover,
Director

READING PREFERENCES

Following are the publications that I read regularly at home or in the office, in order of preference. (If none, please so state.)

| Publication | FREQUENCY OF READERSHIP | | | | |
|-------------|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| | Every Issue | Almost Every Issue | About Half of all Issues | A Few of the Issues | Rarely |
| 1. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. _____ | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

To help us analyze the questionnaire returns, would you please indicate the type of business, industry or profession you are in - and your position or title?

Type of Business _____ Position or Title _____